

## CLAIMS

1. A colored bright pigment comprising a base material  
5 of scaly glass flakes on the surface of which a coating layer  
is optionally formed, wherein the surface of said base material  
is coated with a silica-based coating film containing a pigment.

2. The colored bright pigment according to claim 1,  
10 wherein the pigment is an inorganic pigment or an organic  
pigment.

3. The colored bright pigment according to claim 1 or claim  
2, wherein the pigment has an average particle size of 10 nm  
15 to 1  $\mu\text{m}$ .

4. The colored bright pigment according to any one of  
claims 1 to 3, wherein the base material is scaly glass flakes  
on the surface of which a coating film layer is formed.

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5. The colored bright pigment according to claim 4,  
wherein the coating film layer is comprised of at least one metal  
selected from the group consisting of gold, silver, platinum,  
palladium, titanium, cobalt and nickel, and/or an alloy  
25 thereof.

6. The colored bright pigment according to claim 4,  
wherein the coating film layer is comprised of at least one metal  
oxide selected from the group consisting of titanium oxide, iron

oxide and zirconium oxide.

7. The colored bright pigment according to any one of claims 1 to 6, wherein the silica-based coating film is a matrix  
5 comprising substantially only silica.

8. A coating material comprising the colored bright pigment according to any one of claims 1 to 7.

10 9. A resin composition comprising the colored bright pigment according to any one of claims 1 to 7.

10. An ink comprising the colored bright pigment according to any one of claims 1 to 7.  
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11. A cosmetic comprising the colored bright pigment according to any one of claims 1 to 7.